

WXIX

ORDER

Flight Dates 10/23/12-11/06/12

Contract / Revision 838518 /

Original Date / Revision
10/19/12 10/19/12Advertiser **Voters First**Agency **New Media Firm, The**

Buying Contact

**1322 G Street SE
Washington, DC 20003**Product
VOTERS FIRST

Agency Com 15%

Billing Contact

**1322 G Street SE
Washington, DC 20003**

Sales Office T-DC

Sales Region National

Agency Ref

Order Sep 00:15:00

Estimate # **1786**Alt Order # **06386130**

Billing Type Cash

Order Type General

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes Agency Political Pol-Issue

Product Codes PL20

Priority P 3

Advertiser Ref

Primary Account Executive
Aaron Ashe

Account Executive	Order%	Start Date	End Date
Aaron Ashe	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
EXIX	%	
WBQC	%	
WCET	%	
WCPO	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	

Order Totals**Billing Plan**

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	12	\$8,160.00	\$9,600.00	0.00	10/01/12	10/28/12	12	\$8,160.00	\$9,600.00
November 2012	20	\$13,940.00	\$16,400.00	0.00	10/29/12	11/05/12	20	\$13,940.00	\$16,400.00
Totals	32	\$22,100.00	\$26,000.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	WXIX	10/26/12	11/02/12	News At 630P News At 630P	Comm	630-7P	---- 1--	:30	1	\$400.00	P 3	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/22/12	10/28/12	---- 1--		1		\$400.00		0.00					
		Week: 10/29/12	11/04/12	---- 1--		1		\$400.00		0.00					
E 2	WXIX	10/26/12	11/02/12	News @ 7a News @ 7am	Comm	7a-9a (7:00 AM-7:30 AM)	---- 1--	:30	1	\$800.00	P 1	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/22/12	10/28/12	---- 1--		1		\$800.00		0.00					
		Week: 10/29/12	11/04/12	---- 1--		1		\$800.00		0.00					
E 3	WXIX	10/26/12	11/02/12	News @ 9a NEWS @ 9A	Comm	9-10A (9:00 AM-9:30 AM)	---- 1--	:30	1	\$500.00	P 1	0.00	NM	2	\$1,000.00



Contract / Revision **838518** Flight Dates **10/23/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/19/12/ 10/19/12

Order Sep 00:15:00

Advertiser **Voters First**

Product **VOTERS FIRST**

Estimate # **1786**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WXIX	10/26/12	11/02/12	News @ 9a NEWS @ 9A	Comm	9-10A (9:00 AM-9:30 AM)	----1--	:30	1	\$500.00	P 1	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----1--		1				\$500.00		0.00			
Week:		10/29/12	11/04/12	----1--		1				\$500.00		0.00			
E 4	WXIX	10/29/12	11/05/12	LATE RUN M-SU NEWS/LATE	Comm	VARIOUS	1-----	:30	1	\$1,500.00	P 1	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	1-----		1				\$1,500.00		0.00			
Week:		11/05/12	11/11/12	1-----		1				\$1,500.00		0.00			
E 5	WXIX	11/05/12	11/05/12	News @ 6a News @ 6am	Comm	6a-7a (6:00 AM-6:30 AM)	1-----	:30	1	\$800.00	P 1	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	1-----		1				\$800.00		0.00			
E 6	WXIX	11/05/12	11/05/12	News At 630P News At 630P	Comm	630-7P	1-----	:30	1	\$400.00	P 3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	1-----		1				\$400.00		0.00			
E 7	WXIX	10/29/12	11/05/12	News @ 7a News @ 7am	Comm	7a-9a (7:00 AM-7:30 AM)	1-----	:30	1	\$800.00	P 1	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	1-----		1				\$800.00		0.00			
Week:		11/05/12	11/11/12	1-----		1				\$800.00		0.00			
E 8	WXIX	10/29/12	11/05/12	News @ 9a NEWS @ 9A	Comm	9-10A (9:00 AM-9:30 AM)	1-----	:30	1	\$500.00	P 1	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	1-----		1				\$500.00		0.00			
Week:		11/05/12	11/11/12	1-----		1				\$500.00		0.00			
E 9	WXIX	10/25/12	11/01/12	LATE RUN M-SU NEWS/LATE	Comm	VARIOUS	---1---	:30	1	\$1,500.00	P 3	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---1---		1				\$1,500.00		0.00			
Week:		10/29/12	11/04/12	---1---		1				\$1,500.00		0.00			
E 10	WXIX	10/25/12	11/01/12	News @ 6a News @ 6am	Comm	6a-7a (6:00 AM-6:30 AM)	---1---	:30	1	\$800.00	P 1	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---1---		1				\$800.00		0.00			
Week:		10/29/12	11/04/12	---1---		1				\$800.00		0.00			
E 11	WXIX	10/25/12	11/01/12	News @ 7a News @ 7am	Comm	7a-9a (8:00 AM-8:30 AM)	---1---	:30	1	\$800.00	P 1	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---1---		1				\$800.00		0.00			
Week:		10/29/12	11/04/12	---1---		1				\$800.00		0.00			
E 12	WXIX	10/23/12	10/30/12	News @ 6a News @ 6am	Comm	6a-7a (6:00 AM-6:30 AM)	-1-----	:30	1	\$800.00	P 1	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-1-----		1				\$800.00		0.00			
Week:		10/29/12	11/04/12	-1-----		1				\$800.00		0.00			
E 13	WXIX	10/23/12	10/30/12	News At 630P News At 630P	Comm	630-7P	-1-----	:30	1	\$400.00	P 3	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-1-----		1				\$400.00		0.00			



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Product **VOTERS FIRST**

Estimate # **1786**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 13	WXIX	10/23/12	10/30/12	News At 630P News At 630P	Comm	630-7P	- 1 - - - -	:30	1	\$400.00	P 3	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/29/12	11/04/12	- 1 - - - -	1		\$400.00	0.00							
E 14	WXIX	10/23/12	10/30/12	News @ 7a News @ 7am	Comm	7a-9a (8:00 AM-8:30 AM)	- 1 - - - -	:30	1	\$800.00	P 1	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/22/12	10/28/12	- 1 - - - -	1		\$800.00	0.00							
Week:		10/29/12	11/04/12	- 1 - - - -	1		\$800.00	0.00							
E 15	WXIX	10/24/12	10/31/12	LATE RUN M-SU NEWS/LATE	Comm	VARIOUS	- - 1 - - -	:30	1	\$1,500.00	P 1	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/22/12	10/28/12	- - 1 - - -	1		\$1,500.00	0.00							
Week:		10/29/12	11/04/12	- - 1 - - -	1		\$1,500.00	0.00							
E 16	WXIX	10/24/12	10/31/12	News @ 7a News @ 7am	Comm	7a-9a (7:00 AM-7:30 AM)	- - 1 - - -	:30	1	\$800.00	P 1	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/22/12	10/28/12	- - 1 - - -	1		\$800.00	0.00							
Week:		10/29/12	11/04/12	- - 1 - - -	1		\$800.00	0.00							
E 17	WXIX	10/24/12	10/31/12	News @ 9a NEWS @ 9A	Comm	9-10A (9:00 AM-9:30 AM)	- - 1 - - -	:30	1	\$500.00	P 1	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/22/12	10/28/12	- - 1 - - -	1		\$500.00	0.00							
Week:		10/29/12	11/04/12	- - 1 - - -	1		\$500.00	0.00							
Totals														32	\$26,000.00